

SENATE BILL 1111
By Crutchfield

AN ACT to amend Tennessee Code Annotated, Title 53;
Title 56; Title 63; Title 68 and Title 71, relative to
the advertising of prescription drugs.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. The commissioner of commerce and insurance, in consultation with the director of the bureau of TennCare and the board of pharmacy, shall conduct a study of the effects of prescription drug advertising in Tennessee. The study shall address both advertising targeting health care professionals and advertising targeted at the consumer. The study shall assess affects on drug utilization that such advertising may have on in publicly financed health care services in this state. The commissioner shall report the results of the study to the general assembly on or before January 15, 2006.

SECTION 2. This act shall take effect upon becoming a law, the public welfare requiring it.